SMALL BUSINESS TRANSPORTATION CULTURE CHANGE INITIATIVE

2018 WSDOT Commute Trip Innovation Grant

Madeline Feig, Program Manager
10/9/2019
Who is Commute Seattle?
Program Overview

Small Business Transportation Culture Change Initiative

• Funded by a WSDOT Commute Trip Innovation Grant (CTIG)
• Year-long pilot program beginning January 2018
• Leveraged relationships with chambers and business associations in Seattle’s Rainier Valley, SODO, Pioneer Square and Chinatown-International District neighborhoods
• Provided Commute Trip Reduction (CTR) programming to a small business audience, including modesplit surveys, commuter incentives, and educational programming
CTIG Pilot Program

BY THE NUMBERS

41
ENROLLED BUSINESSES

1,240
PARTICIPATING EMPLOYEES
2018 Commute Trip Innovation Grant

ABOUT THE PILOT PROGRAMS

PROGRAM STRUCTURE

Outreach & Enrollment | Pre-Survey Period | Commuter Incentives | Employer Seminars | Post-Survey Period
Small Business
COMMUTER INCENTIVE PACKAGES

• Goal: create a streamlined, engaging commuter incentive menu highlighting the benefits of each incentivized mode.

• Included promotional codes for bikeshare (Spin, Ofo, and LimeBike), Waze, Scoop, Car2Go and ReachNow, in addition to two-week ORCA Card trials.

• Introductory paragraph emphasized potential for multimodal commutes and first-mile/last-mile modes.
CTIG Spotlight:
ORCA BUSINESS PROGRAMS

- Average ORCA activation rate: **54.1%** (compared to pre-survey transit modeshare of 42%).
- Resulted in **9,241** individual transit boardings over a two-week period.
- **87%** of respondents found the ORCA Card trial to be the most useful commuter incentive offered by this program.
- **9.6%** of participating employees added additional funds to their new ORCA Card when the trial period ended.
CTIG Spotlight: ORCA BUSINESS PROGRAMS

- Before joining this pilot program, only 37% of participating employers were familiar with ORCA Business programs.
- After reviewing survey data and participating in one-on-one consultations with ORCA Specialists at Commute Seattle, 8 participating businesses began offering new ORCA Business and pre-tax programs for their employees.

ORCA Passport:
- Bike Works
- Intrigue Chocolate Co.
- Oasis Tea Zone
- Pomegranate Center
- Slate Coffee Roasters
- WJA Design Collaborative

ORCA Choice/Pre-Tax:
- Blanton Turner
- TCC Printing & Imaging
Community events ranged from panels and educational workshops to large public events like Bikes & Bagels, and Light Up Your Commute.
Best Practice

CONSULTATIONS

- Participating employers received personalized consultation materials from Commute Seattle after completion of pre- and post-survey
- To account for busy schedules and competing priorities among small business program contacts, post-survey materials were delivered digitally
Program Barrier

TARGET AREA GEOGRAPHY

- Consultations must be scheduled around small business contacts’ responsibilities
- Large target area geographies resulted in difficulty scheduling consultations and delivering commuter incentive packages
- Similarly, business contacts were less likely to attend events held outside their immediate geographic region
CTIG Pilot Program

BY THE NUMBERS

<table>
<thead>
<tr>
<th></th>
<th>International District</th>
<th>Pioneer Square</th>
<th>Rainier Valley</th>
<th>SODO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit total</td>
<td>33%</td>
<td>53%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>SOV total</td>
<td>41%</td>
<td>23%</td>
<td>39%</td>
<td>66%</td>
</tr>
<tr>
<td>Walk/Bike total</td>
<td>10%</td>
<td>11%</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>Rideshare total</td>
<td>9%</td>
<td>8%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>Non-trips total</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Other total</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

n= 38
Total Trips= 205

n= 112
Total Trips= 583

n= 92
Total Trips= 495

n= 55
Total Trips= 274
Program Barrier

COMPETING SMALL BUSINESS PRIORITIES

Major Contributors:

• Lack of transportation coordinators.
• Program contacts were often the owners or managers
• Competing priorities, such as, time, finances, staffing concerns, and scheduling conflicts.

Overall, there is a massive capacity difference in comparison to a larger organization’s bandwidth.